

# A Study on Customer Satisfaction Towards D-Mart in Coimbatore City

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## ABSTRACT

Retail establishments profit because happy customers are more likely to linger and buy more stuff. Objectives of the study: The objective of the present study is to explore whether the satisfied customers in D-Mart Coimbatore city stores. Product availability, product quality, price, store environment, staff behaviour and billing speed are some of the major dimensions of evaluation studied. The competitive pricing and wide range of offerings at DMart, combined with good product quality was found to have a very positive impact on the shopping experience according to the study. Consumer attitudes are also influenced by well-arranged store interiors and friendly, competent employees. But complaints about crowding at rush times and an absence of parking options were cited as pain points to be addressed. Overall, the findings of this study tell us that D-Mart has a good level of customer satisfaction and loyalty in Coimbatore. The results need to be considered for better service quality, infrastructure and more operational yields, which should in turn augment the customer retention.

**KEYWORDS:** *Customer Satisfaction, Value for Money, Satisfaction level, product quality.*

## INTRODUCTION

Customer satisfaction is a measure of how happy customers are with a firm's products, services, and capabilities. Feedback via surveys and ratings helps a coach to better understand customers' expectations and find areas with potential for improvement. DMart is a one-stop supermarket chain to get everything under one roof. It operates stores that sell groceries, toiletries, personal care items, clothing, kitchenware, bedding and appliances. These are terms that customers find appealing and can benefit from due to reasonable pricing. The focus of DMart is on delivering customer value by offering good products at a competitive price.

## COMPANY PROFILE

**Company Name:** Avenue Supermarts Ltd. (Brand: D-Mart)

**Founded:** 2002

**Founder:** Radhakishan Damani

**Head Office:** Mumbai, Maharashtra

**Type of Business:** Retail supermarket & hypermarket chain

## COMPETITOR

A competitor is someone, some company, or a group of companies you compete with. Anyone who is trying to beat you during a race is your competitor. The closest competitor of D Mart in Coimbatore city is Reliance Supermarket and Big Basket.

## STATEMENT OF PROBLEM

In the current situation, sales drivers are business-related. The seller's view is that happy customers make the department store better. Whenever he feels that improvements are necessary, the owner will keep track and observe the customer's body language. Customer satisfaction has taken centre stage for retail chains like

D-mart where competition in the retail industry and consumer expectations are soaring higher. D-Mart has also earned a reputation in Coimbatore by offering a wide range of products at a reasonable rate, but we have no idea how deeply it can serve the local tastes and needs. The behaviour of staff, the retail environment, the efficiency at the billing counter, availability of product and quality service – these are all contributors to customer satisfaction and loyalty. Apart from providing inputs that will enable D-Mart to enhance its service and maintain a competitive advantage in the retail industry of Coimbatore, an effort is also made to identify the key factors influencing consumer delight.

### **SCOPE OF THE STUDY**

The area of study is confined to the part selected inside Coimbatore City. This study is limited to consumers' satisfaction with D-mart in the Feb to March 2026 study period and only in Coimbatore City.

### **NEED FOR THE STUDY**

Most of the companies want to know about consumer satisfaction. They had made a huge amount of investment to make the product known to the consumers. In order to know the effectiveness of sales and customer satisfaction, it can be measured through a particular survey.

If the consumers are not satisfied, they will switch over to the other products. It is very difficult to bring back those consumers to make a purchase and encourage them to make a word of mouth.

### **OBJECTIVE**

1. To study the purpose of the respondents
2. To analyse the factors influencing customer satisfaction towards D-Mart

### **REVIEW OF LITERATURE**

**Mr Jai Krishnal, Dr Jayanthi Sobhana (Sep 2025)<sup>1</sup>** A study on D-Mart customer satisfaction in Coimbatore highlights the importance of product variety, pricing, service quality, and promotions in driving loyalty. Customers appreciate D-Mart's pricing and services, which influence their loyalty. Key factors are reasonable costs, sales, and promotions. Weekend sales and discounts attract customers, while electronic products foster brand loyalty. Areas for improvement include marketing strategies, personalised discounts, and the in-store experience. By addressing these, D-Mart can maintain loyalty and strengthen its market position.

**Mrs.DR.N.PRIYADHARSHINI (Apr 2025)<sup>2</sup>** D Mart has a very good influence in Coimbatore. Price, range and quality lead to consistent customer satisfaction. That said, customer engagement will improve with more targeted marketing and service innovation, among others. By leveraging its strengths and being consumer-friendly in this aspect, D-Mart can keep a competitive edge over the offline retail sector.

**Mr R. ELANGO (Apr 2024)<sup>3</sup>** Hypermarkets are the favourite type of store: it's all in one place and saves time for customers. Respondents mostly chose the weekends to go shopping in hypermarkets. The most common reasons why shoppers still patronise these stores are better customer service and special deals on newly released products. A large number of people in Coimbatore city prefer DMart for shopping, given the range and quality of products. The main use of it is buying household items and clothes there. But shoppers said elements such as long lines at checkout and challenges in finding what they are looking for could be improved upon. Such results indicate that the majority of consumers are satisfied with the hypermarkets in Coimbatore city.

**MohanaHarish M.K(Mar 2025)<sup>4</sup>** One of the challenges faced by Dmart is the lack of vacant retail inventory in India. This desirable location enables the hypermarkets to offer goods and services of a higher standard to their customers. This improves the operational efficiency and lowers costs to the supply chain. Besides, it will generate a lot of employment for Indians, pay higher wages(which they wouldn't have got in their native place), offer better living conditions and superior products and services. It can also provide a novel shopping experience for consumers, promote social activities and offer great business opportunities for international retailers.

Dr.K.R.Mahalaxmi, K.Suriyanathan (Mar 2021)<sup>5</sup> The D Mart officials and staff were so cooperative during my analysis. This store has been well-received by customers. They have a trust relationship with D Mart over the past years. Big retail chain aims to be a steady eddy of growth. D Mart is enough for Coimbatore city. A lot of them think that D Mart is the best product with effective cost. Besides, D Mart has an attractive store layout too.

### RESEARCH METHODOLOGY

The primary data were collected from 100 respondents through an online questionnaire distributed via Google Forms. A non-probability convenience sampling method and percentage analysis were used, targeting D Mart users in Coimbatore city, Tamil Nadu. Primary data were obtained by utilising the respondents between February and March 2026. Secondary data were used to gather information on the history of D Mart, reviews, and theoretical aspects from various published journals, books, and internet sources.

### ANALYSIS AND INTERPRETATION

TABLE NO. 1

FREQUENCY DISTRIBUTION OF RESPONDENTS' INCOME (RS.)

S.No	FREQUENCY	NO OF RESPONDENTS	Percentage
1	Below 15000	32	32%
2	15000-30000	36	36%
3	30000-45000	25	25%
4	Above 45000	7	7%
5	Total	100	100%

### INTERPRETATION

The table indicates that most respondents (36%) fall in the ₹15,000–₹30,000 income group, followed by 32% who earn below ₹15,000 per month. Around 25% of the respondents belong to the ₹30,000–₹45,000 category, while only 7% earn above ₹45,000, showing that higher-income respondents form a smaller segment.

TABLE NO. 2

FREQUENCY DISTRIBUTION ON STAFF BEHAVIOUR

S.No	Frequency	No of respondents	Percentage
1	Highly satisfied	20	20%
2	satisfied	40	40%
3	Highly dissatisfied	10	10%
4	dissatisfied	30	30%
5	total	100	100%

### INTERPRETATION

The table shows that a majority of respondents are satisfied with the subject, as 40% are satisfied and 20% are highly satisfied. This indicates an overall positive level of satisfaction among the respondents. However, 30% of respondents are dissatisfied, reflecting a notable level of concern. A smaller group of 10% is highly dissatisfied. Overall, satisfaction outweighs dissatisfaction, but there is clear scope for improvement.

TABLE NO.3

FREQUENCY DISTRIBUTION ON WHY DID RESPONDENTS PREFER TO SHOP AT D-MART

S.No	Frequency	No of respondents	Percentage
1	Responsible price	49	49%
2	product quality	30	30%
3	avalability	21	21%

4	total	100	100%
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**INTERPRETATION**

The table reveals that nearly half of the respondents (49%) consider a reasonable price as the most important factor. Product quality is the next major factor, preferred by 30% of respondents. Availability is considered important by 21% of the respondents. Overall, price plays the most significant role in influencing respondents' preferences.

**TABLE NO. 4**  
**FREQUENCY DISTRIBUTION ON THE RETURNS POLICY OF DMART**

Frequency	No of Respondents	PERCENTAGE
Highly satisfied	48	48%
satisfied	30	30%
Highly dissatisfied	12	12%
dissatisfied	10	10%
Total	100	100%

**INTERPRETATION**

The chart shows that overall satisfaction is high: 48% are highly satisfied, and 30% are satisfied, making 78% positive responses in total. In contrast, dissatisfaction is relatively low, with 12% highly dissatisfied and 10% dissatisfied, together accounting for 22%. This indicates a generally favourable perception with room for improvement among a smaller dissatisfied group.

**TABLE NO. 5**  
**FREQUENCY DISTRIBUTION ON CROWD MANAGEMENT**

FREQUENCY	No of Respondents	PERCENTAGE
Highly satisfied	36	36%
satisfied	4	4%
Highly dissatisfied	26	26%
dissatisfied	34	34%
total	100	100%

**INTERPRETATION**

The chart indicates a mixed response overall. Highly satisfied respondents form the largest group (36%), followed by dissatisfied (34%) and highly dissatisfied (26%), while only a small portion are satisfied (4%). This suggests that although a significant share is very satisfied, dissatisfaction levels are also high, pointing to polarised opinions and a need for improvement.

**TABLE NO.6**  
**FREQUENCY DISTRIBUTION OF PARKING FACILITY IN DMART**

FREQUENCY	No of respondents	PERCENTAGE
Highly satisfied	30	30%
satisfied	10	10%
Highly dissatisfied	40	40%
dissatisfied	20	20%
total	100	100%

**INTERPRETATION**

The chart shows that dissatisfaction is the largest response (40%), followed by high satisfaction (30%). A smaller share of respondents is dissatisfied (20%), while only 10% are satisfied. Overall, the results suggest more negative feedback than positive, indicating a need to address key concerns despite a notable group being highly satisfied.

**TABLE NO. 7  
FREQUENCY DISTRIBUTION OF PRODUCT IN DMART**

FREQUENCY	No of respondents	PERCENTAGE
Highly satisfied	52	52%
satisfied	20	20%
Highly dissatisfied	10	10%
dissatisfied	18	18%
total	100	100%

**INTERPRETATION**

The chart shows a largely positive response, with 52% of respondents being highly satisfied and 20% satisfied, totaling 72% positive feedback. In comparison, 18% are dissatisfied, and only 10% are highly dissatisfied. Overall, the results indicate strong satisfaction, with relatively few respondents expressing negative opinions.

**TABLE NO. 8  
FREQUENCY DISTRIBUTION OF VALUE FOR MONEY**

FREQUENCY	No of respondent	percentage
Highly satisfied	28	28%
satisfied	58	58%
Highly dissatisfied	4	4%
dissatisfied	10	10%
Total	100	100%

**INTERPRETATION**

The chart shows a predominantly positive response, with 58% satisfied and 28% highly satisfied, together making 86% favorable opinions. Only a small proportion expressed dissatisfaction, with 10% dissatisfied and 4% highly dissatisfied. Overall, the findings indicate strong satisfaction among respondents, with minimal negative feedback.

**FINDINGS OF THE STUDY**

As per the research, D-mart primarily attracts young middle-income married people, hence making it very popular when it comes to shopping with the family. All appear to be quite satisfied with their prices, value money, stock levels, refund policy and the quality. However, there are certainly big downsides: the crowd is awful, parking is awful, employees can be a little cold, but at times they are rude, and the waits at the checkout desk can completely ruin your day. To summarise, D-mart earns a lot of credit for being cheap and quality, but it should seriously revise its service efficiency and infrastructure.

**SUGGESTIONS**

To avoid a stampede of crowds in the store, D-Mart can install express checkout counters for those who have fewer than 10 items or drop-in self-checkout kiosks during peak times and use the D-Mart Ready app to send

text notifications to shoppers about when the store is less busy. In addition, they must collaborate with surrounding parking areas or introduce a valet/token service, and relocate popular items into larger aisles to ensure that one is not caught up in the middle. Staff might receive some soft-skills training, and may I help desk may be installed at the doors of the store to ensure that customers receive the attention they require within a short period of time. In the technical aspect, they can make the click-and-collect (BOPIS) system more active and place QR codes at the cashier, where the customer can receive instant feedback.

## CONCLUSION

DMart has satisfactory customer satisfaction among the Grocery Mart shoppers in Coimbatore City. Customers choose DMart based on affordable prices, good quality of products and variety of products. The store atmosphere and staff behaviour are also important in developing the shopping experience into a pleasant one. Nevertheless, the issues such as crowding of people in peak hours, long waiting lines for billing and inadequate parking spaces make the ease of convenience lower. And yet, customers remain loyal to DMart despite all these hardships because of the value-for-money that it offers. Strengthening its infrastructure, as well as billing and crowd management, can help DMart to improve customer satisfaction further and continue holding the pole position in the Coimbatore retail market.

## REFERENCE

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